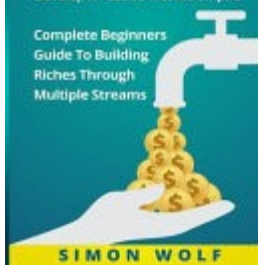


PASSIVE INCOME

Develop A Passive Income Empire

Complete Beginners
Guide To Building
Riches Through
Multiple Streams



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S I M O N W O L F

Passive Income:
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Simon Wolf

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INTRODUCTION:

The cost of living just continues to go up year in, year out. But let's face it, our incomes aren't necessarily growing in the same proportion. What happens these days is many of us need to take on 2 or 3 jobs just to be able to save up for the future. In fact, some people need to take on 2 to 3 jobs just to survive.

Unfortunately, all of us have been given the same number of hours every day — 24. If we take on extra jobs, guess what? Our 24 hours remain 24 hours and as such, time for rest and family are compromised.

Sure, working longer hours and more jobs will usually guarantee more income. But, a time comes when you may begin asking questions. Is it really worth it? How far do you have to go until the tremendous effort and excruciating labor you invest through your own sweat and hard work begin to outweigh the benefits you reap? At which point do you stop and realize that the sheer force of your commitment is about to render your income negligible?

While this level of dedication and diligence is most commendable, it is also not very common nowadays. This is exactly why you should look for alternate paths, where your hard work can be aimed at building a business of your own, thus making it finally pay off for you.

The fruits of your work should benefit you, and you first. Think of all the successful people today, and all those before them through the ages. Try and imagine what kind of attitude and outlook they had in life. That's right, the answer is obvious. With the exception of those to the manor born, those people were never lazy; they couldn't be. These are individuals who had their priorities right, and knew exactly where to direct their energy — into making their business work for them. They chose to build a source of income on their own instead of investing countless hours into a dead-end job never destined to go too far.

Is there a way to earn more money without having to work more hours every day? Yes, there is. It's called passive income. Of course, this is not a quit-your-job-and-get-rich-right-now type of solution, but a new path to gradually turn to, a path that may very well lead to prosperity too. At the risk of sounding too coarse, mere survival is no way to go through life, especially now when a world of opportunity is right before us.

Passive income simply means you make your money or resources work for you. Passive income, at the core, allows you to earn much money without doing much work. While it may require a bit of effort and time at the beginning, that won't be the case once your passive income system is up and running. You'll be working less and earning more.

Although making a breakthrough and establishing a successful passive income business may be a demanding task, at first, it will certainly pay off later. Freedom, independence and an all but full control of your own time are some of the perks of this kind of business venture. Granted, the first steps towards your passive income system will require work, sometimes even hard work, but the end goal makes it all worthwhile. One way of looking at it would be this: within a year's time, with consistent effort, you may be well on your road to both freedom and security. Needless to mention, many people work an entire lifetime towards this goal, only to achieve it at old age.

The world in which we find ourselves today is increasingly dominated by technology. Some voices warn of technology "taking over our jobs," marginalizing human effort and work, but they are failing to see the big picture. What's more, who'd want a back-breaking, painstaking job anyway, if an alternative can be to pull in that currency from the comfort of your armchair? With continuous technological advances come whole new markets, and thus a full spectrum of income sources, so easily accessible to millions.

In particular, we'll be looking at online sources of passive income in this book. You'll learn to do so via Kindle self publishing, Amazon FBA, niche websites, affiliate marketing, email marketing and online

courses on Udemy. These systems don't need much in investments by way of capital. You'll just need to put in the work at the beginning and cruise thereafter when all's up and running.

Back when we were just kids, a lot of us were taught that it is better to do our homework as soon as we got home. Why? This is because that way we would have more time for playing later, and we would have no worries about our obligations ruining our fun. Not to mention, there would be none of those unpleasant moments when time's running out, and you find yourself knee-deep in assignments.

Well, passive income is a lot like doing your homework as soon as you're home. You will put in the work right away, but with the aim of having more time to relax later.

So are you ready? If you are, turn the page and let's begin.

CHAPTER 1: PASSIVE INCOME 101

Passive income is one that you earn without doing much work or working significantly less, i.e., while being “passive”. Active income is the salary you earn from being employed. Passive income is interest in your bank deposits or investments in Treasury bills. Active income is the professional fee you earn for rendering consultancy services. Passive income is earning rental income from the apartment unit you’re leasing out. It is money dripping into your pocket from an (ideally) autonomous system you have established.

Active requires work. Passive requires little or none at all.

Gaining active employment is also less work than setting up your passive income platform. This is another way in which the two differ, with an active income job the work begins after you become involved in the process. On the other hand, when it comes to passive income, most of the work comes at the start while you’re still building the business, after that the idea is to work less and less over time. The two choices develop in opposite directions as you can see, but they both serve to reach the same goal — making money.

The key advantage in favor of passive income is that with some effort and ideas, you can end up earning more, or even much more than you would in an average, regular job. At the very least, you should reach the point where your income is equal to that of an average job, but you will still be working significantly less!

THE FORMULA

Earning passive income isn’t instant. In fact, it may seem ironic but it actually requires a lot of hard work. But this hard work is mostly confined at the beginning and once the system’s up and running, you’ll hardly ever need to work, especially if you let other people manage it for you. So without pre-empting the discussion, I present to you the passive income formula.

Creation

Only God can create something from nothing. You can't. So if you want to create passive income, you need to have the materials you need to build it with — a system.

This is where most if not all the hard work, time and resources are very much needed. It's because this is the foundation. Have you ever seen a building being constructed? Probably 70% of the time spent on constructing one is spent on the foundations. In fact, it's the reason why we think buildings are relatively fast to build — the construction of everything else above the foundation is quick once a solid foundation's in place, which takes time.

It's the same with your online passive income systems. You need to set up the right systems and set them right if you are to consistently earn passive income. You can't squeeze blood from the air and as such, you'll need to create something — a product or service to sell.

In addition to effort and diligence, which are really crucial, you should also see this as the part where any and all creativity you have may be most beneficial. Don't be afraid to consider your own ideas as a possible recipe for success, but do be cautious. Your personal hopes and visions for the kind of business you want to start may be hard to capitalize on, so be prepared to make compromises to maximize your chances of success. At the same time, that one idea you've had for the longest time somewhere in the back of your head may, in fact, have the perfect place on the mountain of opportunity that is the Internet. The best way to successfully adapt is through market study and tons of research, as information is power. Armed with the info and a thorough understanding of the markets you want to break into, your next step would be to experiment.

Experimentation

Given that you're new at this, you'll find that you don't know everything perfectly — or well at all! You will also need to take risks and experiment — see what works. The key here is not to eliminate risks — that's impossible — but to manage them well. Experiment well by taking well-calculated risks and you'll be able to fine-tune what you've created so that it can generate consistently passive income for you. Obviously, this is where information and awareness come into play and do their part to minimize the likelihood of failure. If you exercise due caution, the experimentation will be harmless; you'll get to adjust your business with minimal to no risk.

As important as experimentation itself is being safe while you're at it. Keep in mind that methods and markets discussed in this book should usually require little to no financial investment to get you started. This means beware of opportunities, which may pop up out of thin air, promising towers and castles for just a little, or not so little money. Naturally, it is up to you how much money you want to allocate to your own venture, but always remember that easy streets are rare or non-existent.

After trying out a few different things and seeing a few results — good or bad — things should begin coming into focus. At this stage, certain options will start to look better than others, and you should have a much better idea of your choices and opportunities to seize. Remain thorough when inspecting the pros and cons of each prospect. An attractive advantage in one place shouldn't draw you there if there's also an underlying catch.

Elimination and Addition

Through experimentation, you'll discover what works and what doesn't. You'll also see what else you need to add. At this point, you'll need to eliminate those things that not only don't work but, are keeping your passive online system from taking off and running like a well-oiled machine. You may also need to augment it with things that

you haven't considered at the beginning. Fine-tuning is important to set up a consistent passive income system.

Unfortunately, this part of the process may mean that the time has come to ditch certain ideas and expectations. Compromises really aren't a bad thing, though, and you may even find that learning to let go of certain original ideas is liberating, especially if they hold your project down. Of course, sometimes just improving upon those ideas may be all that you need to do, and you will certainly see ways in which you can do this as you progress.

Your efforts to shape the most profitable means of passive income should also make apparent what it is that you need to add into the mix. If a certain approach is a no-go, further experimentation is sure to show you the way. In the case you're really hung up on an idea and don't want to give up that easily, sure, try out a few different approaches and adjustments with it. But you have to know that some models are just not feasible, and that's okay.

Delegation

Not everyone is a techno-geek. Chances are, you aren't either. There will be times that you will need to delegate tasks and responsibilities to other people so you can concentrate on what's more important in terms of running your online passive income system. Why spend a month trying to figure out how to shoot a good video course to sell when you can hire someone to shoot it for you so you can concentrate on making the course's materials excellent? By delegating, you'll also get to leverage other people's expertise.

Many a website exists where it is easier than ever to employ the services of a freelancer, on virtually any task! From payment, over deadlines, to the specific needs of your particular operation, anything can be negotiated. While you do need to get well acquainted with their actual skills and abilities, hiring a freelancer is definitely another

step towards you kicking back and letting your passive income start flowing.

The prominent websites that offer freelancer services will have various systems in place to ensure your investments are not squandered. Later in the book, we'll take a look at some of these sites, which are trusted and renowned throughout the Internet. Exercising due caution and making good use of their policies on client protection is a ticket to successfully getting others to do your work for you. After allocating your work and consolidating your operation in this regard, the time comes to look at even more ways in which technology will serve you.

Automation

This is the fun part. When you've set your system up very well and have delegated the tasks to key people, you can use technology to automate the rest of the processes — if not the whole process — and have more time for more important things in life like family, friends or watching your favorite Friends re-runs.

There are a lot of ways to go about automating many aspects of a huge variety of endeavors you may be undertaking along your way. Whether you're dealing in affiliate marketing, all kinds of sales or managing your website(s), technology will come in handy time and time again. Later on, as we go through the many means of passive income on the Internet, we'll look into just how technology will make your life a whole lot easier within specific operations.

WAYS TO EARN PASSIVE INCOME ONLINE

In the succeeding chapters, we'll take a good look at some of the top ways you can start earning passive income via the Internet. These are

Kindle self publishing, Amazon FBA, niche website marketing, affiliate marketing, email marketing and online courses like Udemy. Even wider than the range of different sectors, open for business on the Internet, is the number of ways in which you can approach each of them! With a lot of opportunities also come quite a few things to look out for, though. Whether you should look to avoid or grab them, we're about to cover it. Without further ado, let's get into it.

CHAPTER 2: KINDLE PUBLISHING

Kindle Direct Publishing is a platform where you can self publish your books for free. Kindle direct publishing, or KDP, is Amazon's self publishing platform where you can easily publish your own books, maintaining complete control over them while at the same time reaching out to millions and millions of readers worldwide.

Yet another shining example of the way the Internet paves the way for millions of ambitious people; Kindle publishing opens up the writing market like never before. Whatever your targeted field may be, from novels to manuals, there is virtually no limit to potential success. With Amazon's far-stretching and global reach, audiences worldwide can quickly be introduced to your content.

The aforementioned control over your content is one of the key benefits of this system. What this means is that any editing, formatting, covers, etc. are up to you, and you only, to guide and organize the way you see fit.

With Kindle direct publishing, you can earn royalties on your work of as much as 70% of the cover price of your books. KDP also gives you the ability to publish quickly, making your books available on the Kindle Store within a few hours or even minutes upon uploading of your material. Can you imagine how unbelievable this would have been a couple of decades ago, or even more recently? There is nothing stopping you from publishing a book within minutes, for millions to have instant access to! I mean, getting your work published, let alone making it so available, used to be a real headache for writers. Well, that time is no more.

KDP gives you the opportunity to market your books to millions and millions of readers worldwide with the presence of Amazon.com in practically all countries. Lastly, KDP allows you to make your books available for everyone as ebooks that can be read through Kindle devices and free Kindle apps while caring for the environment.

WHY KINDLE SELF PUBLISHING?

Self publishing, as a means of passive income, is becoming even more popular these days. There are a couple of reasons for this. First, most of the obstacles or entry barriers that normally face new businesses aren't in self publishing. What they mean by this is to self publish your own books on Kindle, you don't need specialized software, you don't need to be an authority figure, expert or guru in a particular which you like to write on, you don't need to do network marketing or connected influencers, you don't even need to sell to people directly or address or market, and you don't need to spend a whole lot of money. In fact, it is possible to earn from Kindle self publishing without having to spend anything more than the cost of your Internet connection.

As a matter of fact, not even substandard quality of your written content will necessarily preclude you from making money off it. Certainly, you should always dedicate your best efforts to producing quality, but this may not be the actual determining factor in particular niches or specific target audiences. Depending on the field you want to traverse, your potential readers may care more about the gist of the writing, rather than academic prowess or lingual expertise.

The fact that it is so simple to get into self publishing on Kindle also means much less risk, or rather, the freedom to take more risks than you could in the traditional publishing world. This is because these platforms are not very demanding investment-wise and allow much more room for experimentation and trying out different niches, approaches, and styles.

Another reason for the rising popularity of self publishing is that it provides a very good opportunity to earn good passive income. After you've written your bestselling book and uploaded it to Amazon.com's Kindle Store, you simply wait for sales to trickle in.

Lastly, this can give you a huge opportunity for achieving fame and good income. Considering that Amazon is present in practically all countries all over the world in the millions of people who buy books

on the Kindle Store, you have a sea of opportunities for success.

HOW TO SELF PUBLISH YOUR FIRST KINDLE EBOOK

Research

The first step to successfully self publishing your first Kindle ebook is to do your research. The odds of successfully publishing your first, as well as your subsequent, ebooks on the Kindle Store depends highly on your ability to know the right niche or topics to cover.

Many self publishers make the potentially fatal mistake of assuming that topics they are very much interested or passionate about or topics that they strongly feel will be ahead will make 4 very good topics to self publish books on. Now I'm not saying that such topics are doomed to failure automatically. While it's good if you can publish on something that you are very interested or passionate about, there's more to successfully self publishing a book than writing on such topics.

The key to determining if a potential niche will be profitable in self publishing is to choose topics that many people are interested in. By researching first on what people want, you practically eliminate the chance of failing on your first self publishing attempt. This is because you will be self publishing based on a model that has worked for all businesses since time immemorial — supply and demand.

So when doing your research, it is important to look for patterns in the place where you will be selling your self published ebooks — the Amazon Kindle Store. So what is it specifically that you should look for in terms of patterns?

First, look at the different books that cover or focus on the same topic or niche. Next, evaluate the positions of these and other similar books within the context of the overall sales of the Kindle store as well as the top 100 best sellers in their categories. Lastly, look for a market place or niche that is not yet crowded because those are the ones you have a

significantly higher chance of dominating and succeeding in.

If it is possible to reconcile that which is in demand with the content you really want to write, then that's even better. However, the market may often dictate that you completely abandon certain ideas and force you to adapt to the supply-demand dynamics of the market.

Now, this is just the start. As much as you can significantly increase the chances of successfully publishing your first ebook on the Kindle Store — and by successfully I mean earn income — it's not a guarantee. You'll next need to come up with a good book that's worth your market's time and money. And the first thing you'll need to do in order to do that, regardless if you'll be the one to write the book yourself or hire someone else to do it, is...

Outline

Creating an outline for your self published ebook can go a long way in helping you write one that is very easy to read as well as understand. Nothing else can sabotage your self published ebook more than being scattered and unorganized. By creating a good outline, you minimize the risk of coming up with an ebook of poor quality and significantly increase your chances of self publishing a high quality one. Outlining also makes it much easier for you to write your ebook.

So how do you go about creating a very good outline for your first self published ebook? For starters, you can start with the table of contents of the books you evaluated earlier. The beautiful thing with Amazon's Kindle Store is that it allows you to take a sneak peek inside the books it sells. You can check out those books' tables of content so that you can have an idea of what it is you need to cover for your particular topic. It can also give you an idea, if you are well versed on the topic or have done enough research for it, of what else is missing from most of these books so that you can cover them in yours.

The review section is another useful resource for creating your

outline. Consider both the negative and positive reviews, but pay more attention to the negative ones. Negative reviews give you important insights as to the weaknesses of books that have been published on the same niche or topic ahead of you that you can fill in or exploit. Essentially, negative reviews can help you avoid pitfalls that can sabotage your outline.

Positive reviews give you insights into what other books have done right, what your potential readers will appreciate best and of course, what ideas to further build on. You don't necessarily have to reinvent the wheel but you can make the existing wheel much better and succeed in self publishing your first ebook on the Kindle Store.

Finally, after the groundwork has been laid down through sufficient research, and an idea of the demands has been clarified by looking at reviews, it is time to move on to the main work.

Write The Book

Now that you have created your outline, it's time to write the book. You can do this in two ways: hire a ghostwriter or write it yourself.

If finding time to actually write a book, good writing skills, and expertise on a certain topic or niche are serious challenges for you, then hiring a ghostwriter is the way to go. No, I'm not talking about hiring Casper the Friendly Ghost or some other spooky elements to do the writing for you but actual people who can actually write well on your chosen niche or topics and are willing to transfer all rights to the written work to you. In other words, ghostwriters are people who are willing to write your book for you and give all credits due, financial and otherwise, to you in exchange for a fixed pay. You'll publish the book under your name and get all the glory, fame and hopefully, royalties.

So where can you hire ghostwriters who'll do the dirty work for you? There are many websites you can check out such as Upwork formerly known as a Odesk, Elance, and Freelancer.com, among others. Hiring

ghostwriters is very easy. The challenge lies in hiring good ones. You will have to do due diligence and maybe even ask for legitimate samples of their work in order for you to screen out the good writers from the bad ones.

One way you can have an idea whether or not a prospective ghostwriter is good is by looking at their profiles client feedback section. There, you can see how their past clients feel about the quality of their work. In the same section, you can get an idea of their average rating.

Another way to get an idea of a perspective ghostwriters caliber is by checking out how long have they been writing or working for clients in the website as well as how many gigs they worked on already, if such information is possible or available. It's a good way to gauge how much writing experience they already have.

Keep in mind that quality always comes at a price. As such, prospective writers that charge rates that are ridiculously low — compared to most other ones at least — may be having a hard time getting enough clients to make a living one way or the other. While it's not a guarantee of poor writing skills, chances are theirs may not be of high enough quality or that they don't have enough experience yet. Either way, it's your choice — and risk.

The more prominent freelance websites, such as Upwork for example, can help you attract the breed of writer most fitting for your budget. While setting up your project, it is possible to provide specifics concerning your situation and resources. The level of experience you are looking for or are able to pay for can be presented in the description. What this means is that you can point out that you're willing to accept less experience, but for less pay, and vice versa. This serves to better illustrate your conditions and needs to all potential writers.

Granted that with buying these services comes risk, follow the steps mentioned above and that risk becomes minimal.

Two very critical aspects of your ebook are the title and cover. While it's true that it's what's inside that counts, your cover and title are the ones that will entice people to at least check out the content by either "looking" inside or downloading a sample. These two are the doors through which people need to enter in order to see your book's content. If the door's unattractive, they won't even consider peeking inside.

Both your cover and title must stand out and be different, i.e., eye-catching. Given that the average prospect on Kindle has limited time to choose and tons of other books to sort through, they'll most probably pour over the available books on Kindle quickly and as such, your book only has a second — probably even a split second — to convince readers to interrupt their searching to check out your book's contents or descriptions.

Contrary to traditional wisdom, people will indeed judge a book by its cover, and they'll judge it quickly and ostensibly. Given that your ebook has quality content, the cover and the title are definitely that which will captivate and pull in the vast majority of your potential readers. Whatever one tries to sell in life, the importance of visual appeal can never be neglected. Not only is the initial appeal essential, but, it can prove very advantageous. Many things have been sold solely on first glance, often regardless of the inner values! That, of course, doesn't mean that you should sell nicely packaged but horrible content, after all, in the writer's market, you have to mind feedback.

The best way to create a great cover is to get professional help. Fortunately, it doesn't cost much to get great book covers done these days. You can outsource from websites like Fiverr, where all gigs are standardly priced at \$5.00. The important thing is you already have an idea of what you'd like the cover to be about so the graphic artist can easily do the cover per your specifications. If not, it may take a little bit of time and going back-and-forth to get right.

Once you get the cover done, it's time to work on your title. Your title gives readers an idea of what your book is all about in just a couple of

seconds. This is where great copywriting comes into play. Good copywriting can help you relay to your potential buyers what your book's about, which will be the main criteria by which they'll decide whether or not to buy your book.

Some good tips to make your title stand out and grab the readers' attention and convince them to at least check out your book's Amazon page and sample include:

- The title must identify the main benefit of reading the book like weight loss or better health, for example;
- The title must be specific in terms of benefits identified like "Increase Sales by 100% in 1 month."; and
- The title must be keyword rich so that it will rank well in searches for certain keywords in Amazon because the first step for getting noticed is being seen and if your book doesn't rank well in Amazon searches for your niche's or topic's keywords, the probability of it being seen is very low if not nil.

If word play is not your strong suit, it is again possible to employ the services of a freelancer, this time, a copywriter, who has a very strong grip on magically arranging words. For a minimal investment, you will equip your book with an effective title, which may subsequently prove crucial in capitalizing on your work. I have witnessed clients setting up projects and contests on freelance websites, looking for copywriters to brainstorm on their company name or slogan in exchange for a prize or a small fee.

Description

Your book's description can make or break your book's success. While the cover and title entice people to take a peek at your book, your book description is what can give them a clear picture of what to expect from your book. It's what can give readers that strong push towards checking your book out further by downloading a sample of it and checking out the reviews, if any.

This is also the part where there is room for creativity and clever writing, but don't ever lose sight of your goal — pulling in the customers! Relative to the theme or genre of your book, different tactics may apply to sparking interest —among readers. If the book is a work of creative storytelling, perhaps a thriller element may work well in your description. On the other hand, if it is a more instructive/educational piece, it may be a good idea to keep very clearly to the point and core of the content. Given that consumers are hasty and usually impatient in their searches, it may also be important to remain concise, as most people can't be bothered to read a long and vague description.

Your book's description is practically your main sales page and as such, it's a great idea to learn some copywriting techniques and principles to increase its chances of enticing readers to buy your book or download a sample at the very least. Do it well and you'll be able to convince people to buy your book. Do it poorly, well, you get the picture.

Legal Protection

To protect your personal economic interests in your book, you should have it copyrighted. While any originally created work is automatically protected by copyright in the United States, it's not the case for other countries. As such, it's still best to register with the local copyright office of your country of residence outside the States.

Due to the vastness of this market, there will always be a few people who may want to steal your work. The worst part is that they may actually succeed in making money off it and, with sufficient marketing skill, even surpass your own success. Of course, Kindle has systems in place to prevent content theft, but this will only protect you so far. It is always better to go the extra mile and establish a solid copyright protection for all your work. Better safe than sorry.

Price

People want to get the most value for their money. While it's true that content is what ultimately gives people value for their money, people still want to get such value at a certain price. This is the reason why despite being one of the best if not the best phones in the world, not everyone who wants it actually buys the iPhone. For many other people, the price tag is just not commensurate for the quality. They work on a budget.

It is paramount that you optimize your price well, especially in the beginning. Once you start selling, your income, as well as your feedback, will tell you if the price can be increased or must be decreased. Regardless, you should make every effort to get it right at the very start in order to maximize your performance on the market.

So what's the ideal price for your ebooks? First consideration is the market. Most Kindle ebooks are priced between \$0.99 and \$2.99 for an ebook that's about 10,000 — 15,000 words on average so you may want to price somewhere in that range.

Speaking of market, another good way to price your books is by considering those of similar books in your niche or market, especially the best-selling ones. This should give you an idea of what the market may think the value of your ebook will be. Looking into the competition and paying close attention to the way they do things is always profitable. When it comes to prices, the average pricing in your field should be well understood and explored. This will show you where and how you can take advantage. Sometimes, taking your price a little under that of the competitors might just give you the edge you need. At the same time, if you know you've got premium content then this information will tell you just how far you can take it and not overprice your product.

Second consideration is your desired royalty income. Pricing your ebooks between \$2.99 to \$9.99 gives you a royalty income of 70% of the price per unit of sales while pricing it outside that range — higher or lower — reduces it to just 35%. For maximum royalty income, the

sweet spot therefore is the \$2.99 to \$9.99 range.

Publish

Now that your book is done, the last frontier is to simply publish it on Amazon's Kindle Store. The writers of the past would have thought you had lost your mind if you told them that, in the future, there will be a marketplace where publishing is actually the easiest step! Just follow the instructions on the website, which are pretty easy to follow, and wait for it be approved and available for purchase at the Kindle Store. It's that easy!

Promote

While it's not entirely necessary, promoting your book can significantly help boost sales. You have several options available both paid and free. You can always use your social media accounts like Facebook and Twitter to promote your book for free. For paid alternatives, you can use Facebook advertisements as well as outsource it via websites like Fiverr.com, among others.

CHAPTER 3: AMAZON FBA

Amazon FBA — or Fulfilled by Amazon — is a program that lets you sell your goods on Amazon's online store. Fulfillment of orders is possibly the biggest challenge facing many online entrepreneurs but with FBA, it's a breeze. You can simply store your products in Amazon, who'll be the one to take care of the logistical stuff such as warehousing, shipping to buyers, handling after-sales concerns and provide great customer service. This frees up a lot of your time to focus on what really matters — providing great, value-for-money products to customers.

It may be becoming clear by now that Amazon is among the frontrunners when it comes to ushering in new and highly accessible business opportunities for virtually anyone to benefit from, and then some. The FBA program is a glorious example of just how much technology, particularly the Internet, positively affects our ability to establish our own business. Just consider how much you can improve and consolidate your business venture if you are unburdened of the most demanding tasks at hand, which as I've stated are usually the logistics.

The new vacancy in your schedule will provide ample time for procurement of products and expanding the variety of your assortment, setting up relationships with quality suppliers, etc. Needless to say, this is an obvious and enormous advantage from the very get-go when compared to other means of online sales. It is incredible to realize that we live in a time where a small business, as small as a hobby even, can simply sign up and begin cooperating with a conglomerate that is Amazon. And not only cooperate, but directly reap the benefits of their powerful establishment to advance your own income.

Another thing worth mentioning is the fact that this system will serve you just as well if your goals are not all that high. What I mean by this is that FBA can also be used to simply liberate yourself, aiming to

spend the free time on things other than your online business. Once you have established a satisfactory amount of consistent income from your sales, you may want to just lay back for the most part and let the money dribble in, turning your income into truly passive income.

As mentioned before, most of the required management or intervention in your business can be automated or delegated to other people. In the course of building your passive income system on FBA, you'll see for yourself the ways in which your specific operation can become more and more autonomous.

AMAZON FBA VS. AN ONLINE STORE

Aside from who's handling the logistical stuff, there are other reasons why Amazon FBA is superior to setting up and managing your own online store. First is faster delivery. With Amazon's extensive market reach and logistical capabilities, it doesn't take long for your stuff to get to your customers. Contrast this with doing the shipping yourself. Not only will this help to better satisfy your customers, but fast shipping also expands the array of products you can sell. Time-sensitive goods which may expire, or otherwise suffer due to prolonged shipping processes, are one such example. Quick shipments, with a guarantee of such an enormous enterprise, are an advantage hardly earned when you're out there by yourself.

Second, FBA gives your products significantly more exposure than if you'd promote it on your own. It's because Amazon is the biggest online retailer in the world — even bigger than most other physical retailers! By having your products on Amazon FBA, you enjoy much higher visibility and potentially, significantly more sales than if you'd do it in your own online store. Of course, complete independence may have an appeal, but setting up shop and making a name for yourself may take years upon years of hard work and commitment. Apart from being exhausting, the risks and possibilities of failure if you're going it alone are substantially higher. Seeing as you are reading a book on passive income, you probably aren't very enthusiastic about the whole

prospect of putting years of work into a venture that may not even pay itself off.

Third, making your products available on Amazon's FBA allows your customers to avail of its free shipping within 2 days and other similar delivery options. Again, this is a logistical advantage you can leverage to sell more of your products efficiently. Furthermore, this and other advantages offered to customers on Amazon are one of the reasons that this platform enjoys such a wide consumer base throughout the globe. This is exactly how this universally beneficial system operates in a way that provides all parties their slice of the cake.

Lastly, FBA gives you — as an online seller — much needed credibility because simply put, Amazon is one of the most trusted brands in the world. Can you imagine how beneficial it is to piggyback on the reputation of one such as Amazon? Lovely, isn't it? This brings us back to the subject of making a name for yourself as an online retailer, as this step of the way is pretty much not an issue on FBA. Naturally, you still want you get positive feedback and ensure a satisfied customer base, but the degree in which FBA facilitates this process for you is truly invaluable. Should any issues arise after the shipment, Amazon's highly professional staff will handle their end in customer services and any potential complaints or misgivings. As far as buyers are concerned, they are dealing primarily with Amazon, while you come into play as a third party that offers the products, and is vouched for by the renowned Amazon Company.

SETTING UP YOUR FBA BUSINESS

It's not rocket science to set up your own FBA business and start earning passive income. It'll take some work, though. As is the case with most other passive income sources, it's all about building a solid foundation for your FBA business. Here are the steps towards enjoying passive income via Amazon FBA:

- Account: Sign up for a professional account to maximize

seller benefits.

- **Niche:** Research what niche is best to get into and generate ideas on what products to sell on FBA. Some niches are definitely profitable while others are trash so research well. This means some quality market study and analysis until you get a good grasp of the supply-demand climate in a particular niche, as well as the nature of the competition therein.

- **Suppliers:** After determining what particular niche and products to sell on FBA, you'll need to find a good supplier. A good supplier is one that doesn't just provide quality products but also delivers on time — ahead of schedule even. When looking for the right supplier, consider asking for samples, determining a good lead-time and estimate your potential margins on the products.

- **Listing:** Once you've found a great supplier, you should make a listing for your chosen product on FBA. Use good keywords and great content to make your product page the best that it can be. Popular keywords and Search Engine Optimized descriptive content often play a big role in attracting potential customers. Again, if SEO writing and handling keywords successfully are tasks you find difficult, this is also something that can be delegated to a freelancer.

- **Traffic:** Once everything's been setup and running, the last frontier is to make more people aware of your product page on FBA and bring them to your product page. You can do this a myriad number of ways both free and paid. Your free options are social media and word-of-mouth while paid advertisements can be done on Facebook and other websites.

PRODUCT IS KEY

Selling the right product is the single most critical factor for succeeding on FBA. These are usually cheaper, easily shipped products with minimal risks associated with transport. Your products should be

known far and wide as goods which arrive fast and in the promised condition. This is harder to achieve with certain kinds of products, so be mindful of what you want to get into, especially in the beginning! So what are the things to consider to arrive at the “right” product? These include, among others:

- **Price:** Ideally, the products should be within the \$10 to \$50 range. This type of product sells the most and is the easiest to sell. This range is pretty much always more or less a sure ticket to success, so naturally it marks the right place to start your business.

- **Weight:** Your products must weigh as light as possible. Mostly in the interest of shipping, storing, etc., lighter products will cost you less in these areas. Cheaper logistics are not the only reason to go for light products, though. The less they weigh, the less likely they are to be fragile, so the possibility of any potential problems with transport is greatly reduced.

- **Competition:** Like anywhere else where selling takes place, FBA is a marketplace like any other when it comes to competition. Determine if you have any actual and potential product competition within the top 5,000 best seller rank or BSR in your product’s primary category. Also, ensure that you don’t have competition from branded names in your chosen niche or category as this is a very potent competition killer. It is always a good idea to stay away from the big fish, especially so if you’re the new kid on the block. Overcrowded, monopolized or otherwise full markets or niches are another thing to avoid. Another aspect of the competition you must check out is the reviews. The more reviews they have, especially positive ones, the greater is the competition and consequently, the challenge of breaking into the market. If the reviews on competing products are less than 50, it indicates a pretty good chance of cracking that niche or market.

- **Toughness:** Whenever possible, sell products that don’t easily break. This will minimize your risks for refunds or replacements, both of which can significantly affect your

margins. Consider the distances your goods might have to travel to get to the customer, as well as the means of transport required. Always calculate the risk involved in dealing with certain products, as some of them are a nightmare to ship. The smoother the shipping is, the more solid your base of income will become.

- **Margins:** Ideally, your margin (percentage of profit over selling price) must be at least 75% to make it worth your while. Always keep an eye on the numbers, this is the lifeblood of your business.

FBA SUCCESS

The top sellers on Amazon are outliers, i.e., way different and separate from the rest of the pack. They tend to adopt the thinking that selling on Amazon is akin to stock market or currencies trading. More than that, the following factors have — to a great extent — accounted for their success:

- **Economies of Scale:** Selling more quantity of a product is more cost efficient — and profitable — compared to selling few. Selling on Amazon makes economies of scale much easier as the logistics are handled by a leading logistics behemoth. This is why smaller price ranges are a highway to success on FBA, and I stress ‘highway’! Once your system is up and running, these products will sell fast and in large volumes. And in the process of getting up and running, well, obviously it’s easier to amass a customer base through cheap and numerous products.

- **Objectivity:** The ability and willingness to be accountable for errors in judgment and adjusting accordingly is key to being flexible and successful in the arena that’s called Amazon. The opposite just makes it impossible for sellers to do the right things at the right time for selling success on Amazon. Not everything goes according to plan all the time. This is completely normal. The trick is to learn from your mistakes, be

responsible and keep going. Perhaps most importantly, you must have the ability to self-criticize and see the errors of your ways clearly and on your own. These virtues will help you understand when and how to adapt and improve your business, and this is crucial to success.

- **Discipline:** The most successful sellers are disciplined enough to control their inventories, cash flows and risk very well. If you are taking care of business personally, it is important to be meticulous and well organized. Think of it as managing a store, which is exactly what you're doing essentially.

- **Focus:** Maintaining a clear focus on your goal and having stone-hard will and determination. This is how we get places in life, and it's no different on FBA. The top Amazon sellers don't care about being right or wrong — they just care about making money. Lots of it!

- **Time Frame:** The most successful sellers view things from longer time frames such as quarters or years instead of days or weeks only. Even in other walks of life and business, this is the way that the vast majority of successful people think. It shows that you are thinking big, are ambitious and see the big picture. This kind of perception of time also helps you look forward with great foresight, which is a great organizational skill.

If you carefully and wisely consider these factors in starting your Amazon FBA business, you significantly increase your chances of making good money.

CHAPTER 4: NICHE WEBSITES

A niche website is one that's focused on a very particular target or term, normally referred to as "keywords", which are what search engines like Google and Bing use to help people look for stuff on the Internet. And for your online passive income purposes, it's best your niche website's keyword is one that's very particular, unique or focused.

WHY A NICHE WEBSITE?

One reason you may want to put up a niche website for passive income purposes is that it's relatively practical, i.e., cheap, to get up and running. If you'd like to speed up the process, you can pay for services and products that can help you do that but generally speaking, the only compulsory cost involved is for getting a domain name and a webhosting account, which averages between \$5 to \$7 monthly according to your choice of host.

While it may take some time and lots of work to set up your niche site, it's not complicated at all. It's relative simplicity in terms of setting up is another good reason to get into niche website marketing.

Another good reason is the results timeline. While it's true that nothing will make you money overnight, it's much faster in terms of driving traffic and generating income, compared to blogging, which may take you months or even years to build up enough of an audience to make good money.

Lastly, niche website marketing is one of the most passive of passive online incomes. In fact, it's possible for you to reach a point wherein it can run on autopilot while it generates income for you, leaving you with more time for other stuff like life or putting up other niche websites. Yes, it may take time and work but once it's up and running, you can just leave it be.

It would be irresponsible of me if I don't come clean about the other side of niche website marketing, i.e., why other people aren't drawn to it or shun it. First is that it's not a genie-atm-in-the-bottle or slot machine. As mentioned earlier, you will have to put in the time and effort, especially when it comes to setting up the website. Moreover, it's not gonna generate instant income, contrary to what other naysayers would have you believe. Not only does it take time to set up your site and everything it needs to work, it'll also take time for Google to actually notice your content, rank your website in search results for its niche keywords and for meaningful traffic to come to your site.

While you can earn good income from niche website marketing, it's one that may be quite limited. The giveaway here is the word "niche", which means position and implies a high degree of specialization or focus. As such, you have less prospects compared to more generalized products that have much larger markets. While it's certainly possible for you to turn your niche site into one that's an authority on your particular niche, the chances are pretty low and eventually, your income potential can plateau. You can mitigate this risk by setting up other niche websites, which you can do with the amount of free time that you may enjoy once your niche website's already up and running.

HOW TO SET UP YOUR NICHE WEBSITE

Like I wrote earlier, setting up a niche website may be a bit time consuming and require some amount of work but it's relatively simple to do. Here's how you do it in 7 steps:

1. Brainstorm for niche site ideas, writing down as many as you can think of. Preferably, these should be in line with what you're passionate about. However, don't cling to a particular idea just because it is a passion of yours. You must be able to be objective and analytical, make double sure that your ideas are economically feasible i.e. popular.

Working within a field you are passionate about does have many advantages, though.

2. Once you've generated a pool of ideas, filter or narrow them down using the following set of criteria:

- Are there many products that you can discuss and review? The number of products you can post about is essential to your niche site taking off. The more products there are in a particular niche, the wider the scope of content you can produce for your visitors.

- Are there good affiliate programs that can provide potentially good commission income for you? Always keep an eye out for opportunities like affiliate programs, in marketing or whatever, these work wonders for many niche websites.

- Are existing niche website marketers actually making money of it? Of course, taking a note of others' experiences is always a great way of improving your game and understanding what to change and what to keep. If you are unsure about taking a certain step along your way, the chances are that someone else already tried it, so learn from their failure or success.

- Are you able to generate around 100 articles on your niche or topic? Try to think up as many as possible to get an idea of how fruitful the niche you chose really is. If producing around 100 is a struggle, then perhaps your niche is too limited and should be replaced, or at least modified.

1. Set up your website.

2. Begin generating your website's content using this outline:

- Write 5 review articles, one each for the 5 most popular products for your niche;

- Write 3 very detailed and easy to understand tutorials on your particular market or niche (how-to videos);

- Create 3 list posts; and

- Do it all over again.

1. Join affiliate-marketing programs that are related to your

market or niche. Individual manufacturers or retailers dealing with products related to your particular niche might want to pay good money to advertise on your website. The chances of getting a serious affiliate marketing deal drastically increase as your following grows.

2. Research on the top 5 to 10 keywords or products to rank for. Strategically use the most popular keywords in your content and you greatly improve your search ranking over time. This is one of the ways to gradually get closer to the top of the search results.
3. Use Yoast SEO (Search Engine Optimization) specifically for WordPress and perform your niche website SEO for all pages and posts.
4. Email all your friends and social media contacts to spread the word about your niche website. Ask your friends to share it as well and send it further.
5. Sign up for social media accounts for your niche website, e.g., Facebook, Twitter, Instagram and Pinterest. Having pages on such websites will help gather and group up your followers more effectively. You can also use your pages for newsletters, sharing ideas and content, attracting more followers, getting useful feedback, etc. Essentially, social media pages will do for your website what they do for individual people — immensely facilitate communication.
6. Sign up for a HARO (Help A Reporter Out) account. HARO is a service available online that helps journalists obtain feedback, public feedback, allowing them to link up with experts in particular issues to help them report on topics much better. Since you'll need to generate very good and accurate content like journalists do, a HARO account will be very helpful for you.
7. Identify and list all the major syndicated publications and blogs you'd like to be featured in for good exposure and promotions. Obtaining a spotlight for

your niche website in a well-known publication may take you to whole new lengths of fame. If said publication is focused closely on the same niche, that's even better because the feature will also be a valuable vouch for your site.

8. Begin to get in touch with blogs and websites on your niche that offer guest story ideas or posts. Another way to promote and get promoted, guest stories, posts, and appearances are a useful way of cooperation between websites and blogs in the same field.
9. Create a high quality email series or content that you can give away for free in exchange for people's email addresses. Establishing an email list, through these and other means, is a handy form of networking as well.
10. Do steps 4 up to 12 again as you continue building links and channels for SEO via social media.

FINDING YOUR NICHE

Earlier, we mentioned that the first thing you'll need to do before even setting up the actual website is to find your niche. Failure to do so may render all your hard work of setting up your site and promoting it useless or wasted because you may end up going for an unprofitable niche.

If you want to successfully find a good niche, you'll need to approach it like writing a blog, one where you'll need to generate a lot of good topics and content for. And as with Amazon FBA earlier, I highly recommend prioritizing niches that you're very familiar with or are passionate about. Why? Chances are, you're already knowledgeable on it.

Just take note that what I mean by prioritizing is putting it first in terms of studying for profitability and not necessarily going for it. It's certainly possible that what you're passionate and knowledgeable about — say, dung beetles — isn't a profitable niche while classic cars

— which you may not be passionate about as of the moment — is a profitable one. In which case, go for the classic cars niche. Prioritizing your passions and interest simply means that given your lack of knowledge on your identified potential niches' profitability, evaluate that of the one you're interested in or are passionate about first.

If you find that your ideal niche isn't profitable enough, don't be afraid to go with those that you're not yet knowledgeable about. Take time to read about it and familiarize yourself with it. Once you have enough basic knowledge, you can either research more stuff about it to create enough meaningful content or outsource it to freelance writers. There's more than one way to skin a, well, potato.

The truth is, with the ocean of knowledge that is the Internet, you can become well versed in practically any topic you can think of. Some will take more time to study thoroughly than others, but it can be done nonetheless. Once upon a primitive time, if an individual wanted to become knowledgeable on something, it was either formal education or hundreds, or even thousands, of hours in the library. The current state of affairs is such that you can learn and, subsequently, make money off your knowledge from a single place — your chair.

Surely, you can't expect to operate surgically on human brains without formal education and training, but when it comes to information, the Internet is limitless. So if a niche you want to get involved in lies beyond your expertise, get to learning and researching. Think of it as taking a course of sorts in order to get a job.

NARROWING DOWN YOUR LIST OF NICHE IDEAS

When you have laid out all of the prospects and ideas, all that's left is making the right choice. Now, there are a number of ways to go about this, but it begins with you having a firm understanding of how far your knowledge stretches in certain areas, your capacities to produce content, etc. It also makes the choice easier to have a clear notion of where exactly you want to take your website and what it is that you

are hoping to achieve.

One of the ways you can filter or short-list your niche ideas is through the margin-volume criteria. Entrepreneurs can be classified as those that prefer selling high-price-low-volume (high margin) products or low-price-high-volume (low margin) products. Each has their own sets of advantages and disadvantages. Those with high prices can give you significantly greater profit margins or spreads per unit of sale but because they're expensive, you'll need to sell less. In contrast, low priced products give you significantly less margins and require you to sell more units to generate the same amount of income as selling higher priced products. Which is better? It's all up to you, depending on the pros and cons of each as it relates to the niche, the products and the market.

Another filter through which you can narrow down your list of potential niches is the ability to write tons of articles or good content on the niche. A good benchmark — however arbitrary — is 50 articles to 100 articles. If you see yourself as being able to generate that much content over the course of the year, it means you're interested or passionate about the niche and as such, are knowledgeable about it. This tells you that you'll probably have enough energy and interest to successfully see this through. If you can't, consider hiring ghostwriters, which of course will cost you more.

Given that hiring freelancers is an expense, and thus an investor's course of action, you may want to avoid doing so at first. It is probably best to put in the extra effort and produce as much of your own content as possible in the beginning. This way you will gather the maximum amount of capital, with which you can later hire help. At that point, you will begin to put the operation on autopilot.

Knowing if the niche has affiliate marketing programs that pay good commissions is another key factor to consider when narrowing down your list of niche ideas. While there are affiliate marketing programs for just about anything, what separates the great ones from the laggards are commissions. A good rule of thumb is to go for programs that offer at least 10% commission. Personally, I aim for around 20%

to 35% commission. It may be difficult to find and set up the most profitable programs at first, of course, but you should definitely set the bar to 10% at the very least. These standards aren't merely about cashing in as quickly as possible, but also about presenting your website as an ambitious project instead of a cheap, small-time hobby.

Keep in mind that digital products tend to give out higher commissions compared to physical products for one simple reason — cost. Digital products can be easily replicated at very little to no cost at all while physical products entail costs to reproduce. So if you're gunning purely for huge commissions, digital products may be best for you. Not to say that physical products suck at commissions. I'm just saying that while they can pay good commissions, they're not as high as those given to sellers of digital products.

More than just good commissions, you'll also want to find out if a particular niche is one where people actually make money. What good are sky-high commissions on niches with nary any customers? Maybe that's why they're offering high commissions — they're very hard to sell! As is the case with most things in life, if it appears as being too good to be true, then it probably isn't, true that is. With all the effort that goes into setting up your site, you do not want to throw it all away in a worthless market!

So how can you actually know if people actually make money in this niche? Here's how you can do it.

First, generate up to 10 keywords that you think people will use in search engines when searching for your product. If it's fat burners, particularly Hydroxycut, people may use the keywords Hydroxycut Hardcore, Hydroxycut Elite or Hydroxycut reviews, among others.

Next, run these keywords through Market Samurai or Google's Keyword Tool in order to find out just how much traffic these keywords get. More than just discovering how many searches these keywords get monthly, you'll also get to discover other good keywords on your niche or product that you may not have thought of yet.

Now conduct a search on those keywords that generate tons of traffic and note if there are common websites that appear on the first pages

of their search results. If there are, check them out. If there are no common ones, simply check out those top ranking sites per keyword search.

How can you tell if they're making money? Some sites actually divulge that they do, say like the website Kenrockwell.com, wherein he says at the bottom of every page that the website helps him support his family. But most other websites don't do that so how can you get an idea of whether they're making good money or not?

Market reviews are another way of doing so. If a niche has many product reviews with affiliate links in them, it's a good sign that maybe people are making decent money in the niche. Keep in mind that, while a vibrant market does mean that chances are there's money to be made there, it may also mean fierce competition.

Overall, you can get an idea if people are making money in a particular niche by looking at keyword search traffic, reviews with affiliate links, high priced products, high commission rates.

MAKING MONEY THROUGH YOUR NICHE WEBSITE

There are several ways you can actually make money from your niche website, which include direct selling, paid links, paid advertisements, AdSense advertisements and affiliate marketing. In the next chapter, we'll take a look into the world of affiliate marketing in detail.

On one final note concerning niche websites, although they require significant work to get things up and running smoothly, and entail more risk than is the case with passive income systems in general, they are still at the very top when it comes to passive income potential. Well-established websites that draw in significant amounts of traffic are among the most autonomous passive income endeavors. If a website manages to form a community around it, it is likely that this community might all but take over most of the functions of the website. Some of the more beloved sites routinely have users gladly assume the roles of administration, sometimes even for free! So if you

know what you are doing and set everything up accordingly, this is an opportunity to create an almost living, moneymaking machine.

CHAPTER 5: AFFILIATE MARKETING

In the simplest possible terms, affiliate marketing is a passive way of earning income simply by promoting other entrepreneurs' products or services on your web or blog sites. There are many different ways of doing affiliate marketing but generally speaking, you can earn through commissions — as a percentage of sales — or fixed rates per purchase that product or service providers give you whenever your readers click a link in your web or blog page's content, are directed to the provider's website and buy the product or service being offered in it. In other affiliate programs, the visitors who were directed to them by clicking on links on your websites don't have to buy just for you to earn off them — they simply need to take certain actions other than purchasing such as opting in with an email address or completing a survey, among others.

Conversions — or actual sales — are accurately tracked by vendors through a link given to you (the publisher) that contains a code specific to you only, which is used by vendors to determine which of the sales came from you. Other vendors may give you a “coupon code” to give away to your readers and these coupon codes is what identifies specific sales with you as publisher, which is the basis for paying your commissions.

Affiliate marketing is one of the most — if not the most — preferred mediums for advertising by many because of cost efficiency. With affiliate marketing, vendors only pay for advertising upon conversion or a particular action as mentioned earlier. Unlike traditional advertising or marketing, vendors don't have to pay for advertisements that fall on deaf ears or in the case of online marketing, blind eyes. As such, profitability is enhanced.

In other words, affiliate marketing has seen significant growth as opposed to traditional means of advertising because it (usually) offers 100% efficiency on the investment. Paying for billboards, placing television adverts, engaging in sponsorship programs, etc. is often

costly and offers no guarantee, whatsoever, that sales will increase. At best, companies can use expert prognosis and consultancy services to improve their marketing tactics in hopes of minimizing risk.

For publishers such as you, affiliate marketing is a winner simply because it gives the opportunity to discover and sell products that are highly relevant to a particular niche of choice, which can give higher income compared to pay-per-click marketing or banner advertising.

On a side note, if your blog, any sort of page or whatever kind of venture you have got going on has amassed a considerable following, it is not a rarity to get offers from vendors who might want to advertise their products to your audiences.

One example of such an offer I know, from personal experience, is of a friend who has had a YouTube channel for a while. A couple of his tutorial videos on a specific subject garnered quite a view count, so one day he was contacted by a company whose business was related to the content of his videos. They actually offered to pay a decent sum of money if he gave them rights to market their products on said videos. This way he cashed in on his content pretty well, and he wasn't even going for it! Imagine what you can accomplish with a mixture of effort, organization and focus.

OF AFFILIATE MARKETING AND BLOGS

Unlike niche websites, the relationship between you as a publisher and your readers is much more personal or deeper. Such a relationship enjoys a greater amount of trust and integrity compared to a niche website. As such, your blog readers may be more inclined to follow your product or service recommendations as compared to a niche website. Now I'm not saying niche websites suck — I mean, I even included it as one of the ways to earn passive income. I'm just saying that for purposes of affiliate marketing, blogging may enjoy a higher conversion rate compared to niche market websites. The tradeoff, however, is that it takes time for blogging to amass enough loyal followers to be profitable while niche marketing can give conversions

much faster.

Just be careful about the products you'll promote in your blogs as part of your affiliate marketing campaign. Choose the wrong product and all that hard work you've put into building up your blog's loyal audience can crumble in a moment.

Remember how back in chapter three I mentioned that one of the greatest benefits of the FBA program is that it allows you to piggy-back on the glorious reputation of Amazon? Well, affiliate marketing through your blog is sort of similar, but with you assuming the role of Amazon, on a small scale of course. Potential partners who want to advertise to your audience are counting precisely on the reputation you enjoy among your dedicated readers.

Vendors are fully aware that the average person doesn't care much for ads, especially while they are spending their leisure time cruising through the Internet. Well, a consumer is much more likely to check their advert out if it comes from a trusted source, such as their favorite blogger. Especially is this the case if the blogger directly recommends or endorses the product. Now, with all that trust on your mind, imagine what would become of your blog if you misused that trust to advertise a substandard product? Oh boy.

GETTING STARTED WITH AFFILIATE MARKETING

Yes, affiliate marketing can be really lucrative but it's also not chicken feed. It's not picking money on trees, mind you. While many people do earn from affiliate marketing, only a few get to earn a fortune because affiliate marketing success is highly dependent on several factors such as website traffic, product relevance, product quality, trust between publisher and readers, willingness of readers to buy and ability to write great sales copies. And speaking of willingness to buy, you'll have to be careful to ensure that you don't push your readers to hard or sell low-quality products because it won't just ruin your chances of converting them to paying customers for your vendors, you also risk ruining your brand or personal reputation, the latter being

especially true if you do affiliate marketing through your own blog instead of a niche website.

There are plenty of articles on the Internet warning bloggers about the risks of affiliate marketing, or stories where misguided advertising campaigns have ruined successful bloggers' careers. Have you never stopped following or unsubscribed from a content creator simply because of the onslaught of adverts, especially bad ones, which irreversibly changed their platform for the worse? Haven't you at least considered it from time to time? I know I have, and then some!

No matter how loyal of a following you might have, they can only be pushed so far before your platform begins to crumble like a house of cards. So exercise extreme caution and never forget your integrity, your audience may care about it even more than you do.

So how can you actually make money from affiliate marketing?

Business Model

Basically, there are 2 models you can choose from: resource and review sites. Your choice of business model depends on how familiar you are with the product or service you'll advertise.

In resource websites, a merchant partner's (vendor) website is embedded in affiliate links that are included in your website's contents, e.g., posts and articles. The resource site model is one that needs regular updates and relatively fresh content to keep customers coming back to your website. So if you're going at it on your own, it will require some work, especially if the site's sole purpose is to draw ad revenue. As always, the writing can be allocated to others for a higher degree of passivity in your income. This form of advertising is among the most passive in and of itself, though, or rather, it is very tame. Usually, it comes as links on the sidelines of your content posts. So you can imagine, this is the form of advertising your readers are least likely to be annoyed by, as it just sits there waiting to be clicked on by those who are interested. This is precisely why it is so important

to attract traffic from people who are most likely to want to buy these products, and it is why you must go out of your way to ensure that the products have value and are related to your niche. Being random or leaving anything to chance in this racket is a sure way to failure.

On the other hand, review websites feature — as the name suggests — product or service reviews of products or services you have personally used or availed of. Each of those review articles feature links or banner advertisements that — when clicked by your readers — will direct them to your partner merchant's website. One advantage to this kind of business model is that it doesn't need frequent updates or regular new materials. As a marketer or publisher, all you need to do is make minor tweaks on your site to let search engines count you in their search results for relevant keywords.

Now, there are various kinds of partnership programs when it comes to review websites. In particular, one successful form of advertising through reviews is an agreement between you and the manufacturer wherein he supplies you with his new products for you to test and review them. There are many such examples easily found throughout the Internet. These gigs don't necessarily have to go through a website either, as many successful tech blogs, YouTube channels, etc. have formed such relationships with companies, sometimes not just any companies, but some of the biggest names in the business. The founders of these pages and websites make quite a prosperous living this way.

Again, it's all about amassing a sizeable following first, so this system may not be within your reach at the very start, but is definitely something to consider as a long-term goal.

Website

To be an affiliate marketer, you'll need your very own platform from which to advertise stuff. You'll need either a website or a blog for this purpose. If you don't have a site or blog, you'll need to create one. This is where a lot of the necessary work comes into play, but it is also

important to fully understand the difference between these two platforms before you get to it. Consider these different advantages and shortcomings, and see what fits best with the kind of dedication and approach you plan to implement.

The main advantage of hosting a blog as a means of promoting your merchant partners' products is that you can do so for free, with platforms such as WordPress or Blogger. On the other hand, you'll need to pay certain fees, however minimal, to set up a new website. You'll also need to design or hire someone to do so for you if you choose to set up a website while the blog sites I mentioned provide templates, both free and paid, so you don't have to worry about having to design your website.

If you want a more professional sounding blog site, simply buy a domain name and link it with your blog site — usually for a fee — or you can directly pay for such on your blog site. Between the two, <http://passiveincome.com> sounds more professional than <http://passiveincome.wordpress.com>, right? Although it may seem silly to some, little things like this do matter as they showcase a certain level of dedication and even reliability. It's never a waste of time and money (within reasonable limits, of course) to try and improve your image, especially when you are trying to make a name for yourself and expand. This is true for basically all business ventures in life.

Pick A Niche

Before you even choose your products or services to promote, you'll need to first figure out your niche or specialization area. While it's certainly ideal to pick a niche that you're already knowledgeable about, you shouldn't be limited by it. You can also consider niches that you're merely interested in or are enthusiastic in learning more about. Because the initial work of starting up can be very thorough, it's important to pick a niche that you're interested in so you won't mind the relatively long hours required to set it up at the beginning. You can use the same guidelines listed in the chapter on niche website

marketing to pick a good niche for affiliate marketing.

This can be a purely strategic choice if you want it to be as well. Some people are able to disregard their own areas of interest and their passions completely; they instead focus solely on the income potential of the niche they are choosing. These individuals can adapt and prosper in virtually any field. You don't have to be one of those people just to make the right choice, but the truth is that this kind of attitude is an automatic advantage in the business of making money. A wise consideration of pros and cons and a compromising approach to choosing your niche will do just fine, though.

Pick The Product or Service

After picking the niche you'd like to specialize on, it's time to choose the products or services you'd like to promote on your chosen platform. The nature of your chosen niche will determine — to a great extent — the products and services you'll promote as well as the amount of work you'll need to put in.

Some niches may be profitable, but they might also be very limiting in a sense that they don't offer much room for you to maneuver. What I mean by this is that certain niches are too specific, and thus don't provide a wide range of topics. Always consider the amount of material in your chosen area. It could be a good idea to go with niches which are very general, but also enjoy an immense amount of interest, like tech for example. This is a niche with possibly the widest spectrum of topics and products today, and not only that, but it is constantly in the focus of the public.

For more traditional products and services, go with companies like Commission Junction while if you'd like to focus more on digital products, ClickBank and PayDotCom is the way to go. You can find details on how to join them on their websites. On these websites, you can find many partner merchants to work with for your niche and

platform.

Direct Traffic

After you've chosen your product or service, it's time to get prospects to visit your affiliate program. How do you do this? There's a multitude of ways to go about this, and they usually entail different forms of networking, or simply content output. But, whatever needs doing will have to be done because traffic is the alpha and omega of affiliate marketing. With some kinds of affiliations more than with others, but as traffic increases, so will your income.

Probably the easiest and highly successful way of doing this is posting web articles or blogs and — if you already have an email list — use your email newsletters to entice those in your email list to get on your affiliate marketing program. As always, be mindful not to end up spamming people as they'll quickly block you and politely show your emails their way into the junk folder. It's all about balance and optimization if you are to keep everyone happy, including your bank. Science is still to determine whether those old school pestering adverts we encounter in our daily lives are worse than spam, but the odds are about 80% in spam's favor as of yet.

You can also drive traffic to your program by giving away free but quality content like free reports or ebooks on your particular niche that can help drive a significant amount of traffic to your affiliate links. People just love free stuff, especially those related to the things they're interested in or are passionate about. Amazon's Audible Company is a great example of this tactic being effectively implemented, by giving away free audio books to draw in more customers, and it works great. Note, however, that one reason contributing to it working so well is the sheer awesomeness. It's not hard to make people want to buy more of the product they just got for free if the product is great. Better yet, potential customers get to choose which particular audiobook they want to download!

Providing free products to your audience can also be an efficient

means of acquiring emails for your list. Coupons or even discounts, as well as the products I already mentioned, all of these can be offered in exchange for a person's email. This is 10 seconds of your reader's time, so you both benefit. We'll get deeper into this later on.

DEVELOPING YOUR AFFILIATE MARKETING PROGRAM

Now that you've successfully set up your affiliate marketing program, it's time to make it grow and earn more income. Here are a couple of ways you can do that.

Watch and Learn

You can quickly and easily grow as an affiliate marketer by learning from others who have already succeeded at it. If you don't personally know any experienced affiliate marketer, have no fear. There are many online forums and communities you can join for free, from which you can learn a lot of things about growing your business. Often times, you can also obtain valuable resources from such groups for free. Some of the best groups to join are Warrior Forum, ABestWeb and Digital Point. More than just resources and advice, you get opportunities to establish connections with other affiliate marketers. How cool is that, huh?

The opposite side of the learning coin, studying the ways and reasons that others failed, is equally important. Success comes through a mixture of two inseparable pillars of wisdom — knowing what to do and what not to do. So while you are taking insights from successful affiliate marketers, look up the stories of failure as well. I'm not going to scare you and say that there are plenty, because there probably aren't, but there are surely a few, and you need to learn as much as you can from them.

Believe it or not, the tales of other people's failure are even motivational at times, depending on how you look at it. Either way,

you must be armed with information and know the experience of both sides of the spectrum if you want to maximize your chances of triumph.

Establish Relationships

Speaking of connections, relationships are key to any successful affiliate marketing program. While passive in nature, you'll need to put in a great amount of work and patience before you start making significant money from affiliate marketing. While your affiliate marketing program drives the necessary traffic to your website, it's you who's responsible for creating strong relationships with your merchant partners, which is key to getting favorable terms and conditions. You'll also need to continue developing relationships with other merchant partners in order to diversify your products and services, which is another key to continuously enjoying good affiliate marketing success and profits.

As your affiliate marketing business continues to grow, the deals, commissions, and various other perks will continue to improve and bring in more income. Keep maintaining and consolidating your relationships and partnerships, you never know what new opportunities could arise and take your endeavor even further.

Targeted Traffic

More than just directing people to your blog or website, you'll need to direct the right kinds of people to them. Who are these? They're people who may be considered potential customers — people who are interested enough to consider clicking on your merchant partners' links on your site — and may actually buy the product or service offered.

All the traffic or clicks in the world won't amount to much if you don't attract a specific group of people, who are likely to be interested and

ultimately buy the marketed products. Once this train starts rolling the way it should, your commissions will do the rest.

There are 4 ways to attract prospects or sales leads:

1. Paid Advertising: You'll need to make use of a highly clickable link, graphics and ad copy. Compared to regular or traditional affiliate marketing programs, this way of attracting prospects (normally using pay-per-click-ads) allows you to earn money even if the prospect doesn't buy the product or service. Suffice to say that this system will be profitable if your platform enjoys copious amounts of traffic, but may prove inefficient with smaller bases. If your particular website or blog isn't quite there yet, it may be better to go after hard commissions at first.
2. Free Advertising: You can do this by advertisements and links on websites that are generally free such as US Free Ads and Craigslist. You and the website earn money whenever someone clicks on your advertisement or link. Although it is not the most lucrative solution, it should be a great way to get started and grow your business stronger.
3. Article Marketing: The primary way this method works is by aiming for a higher ranking in search engine queries for particular keywords through establishing the marketer as a source that's highly credible and one that won't utilize software to spam customers. Websites such as Ezine Articles allow affiliate marketers like you to publish articles that feature a "resource box" that's unique to you. When other website managers and bloggers share or republish your articles together with the intact resource box, your search engine ranking gradually climbs.
4. Email Marketing: Here, you can embed an option for subscribing to email newsletters, updates and what have you for your website's visitors. Doing so can help you build up your email list, which will be useful for your affiliate marketing and email marketing campaigns. Later,

in a designated chapter, you will see why it is important to take every chance you get and use every available tool to build your email list more easily.

Quality Over Quantity

While it's good for your affiliate marketing business to have a diversified list of merchant partners, overdoing it can be counterproductive. For one, more doesn't necessarily mean merrier — in terms of income, at least. Experts agree that the real key to successfully pulling off an affiliate marketing campaign is picking the right niche and the best merchant partners, i.e., right products and services. If you've got those down pat, it doesn't matter if you only have one or 2 merchant partners.

More partners, and thus more ads, can also be detrimental because people don't want to be buried in ads, plain and simple. The audience of your platform will not mind an optimized and evened out amount of adverts coming their way, and they will take the time to give them a look, but don't take it too far. It wouldn't be a bad idea to apply an adaptation of The Golden Rule here; putting yourself in their shoes and considering how many ads you would be willing to tolerate on the websites and blogs that you frequent. A few successful and well-paying partners will do the trick just fine, leaving all the parties satisfied and, most importantly, your readers not annoyed and always coming back.

CHAPTER 6: EMAIL MARKETING

As the name suggests, this is a way of earning passive income by using email to sell your products and services to people. One thing that you need to be able to successfully earn passive income through email marketing is an email list, which is a list of people who subscribed to your regular email distribution system, typically newsletters, that provide them with useful or interesting content.

There are 2 kinds of email lists: discussion and announcement. In discussion lists, all the members in the list have access to all the other members, i.e., they can send emails to them. In announcement lists, only you as administrator or list owner can do that. In most cases, announcement lists are primarily used for sending regular email newsletters and announcements while discussion lists are primarily for creating virtual communities where people who are interested in a particular niche or topic can discuss it together.

This interaction between subscribers within your discussion email list has some underlying benefits that you can make good use of. Namely, an interconnected and decentralized community will always be able to share and expand more effectively. If you want to create a more vibrant community, this is the way to go. Announcement email lists are more suitable for an already well-established community of subscribers, these being regular customers or followers of your brand.

HOW TO BUILD YOUR EMAIL LIST

There are 2 ways to acquire your own email list — you build it or you buy it. For the purposes of efficient and meaningful advertising, taking the time and putting in the effort to establish your own list definitely has quite a few advantages over the alternative. We'll discuss both options in more detail. Let's first talk about building it up.

Landing Pages

The fastest way to build your email list is by directing quality traffic to your product or service's landing page and by quality I mean people who are prospects, not mere kibitzers or curious cats.

One of the best places to start is — surprise — Facebook! This is because advertising on Facebook allows you to target your desired market, i.e., the right demographics. In particular, you can choose your advertisements' target audiences based on age, gender, location, interests and even the status of their relationships, among others. This is an important advantage because the more accurate or focused your advertising is, the more potent it becomes. Due to the extensive detail of personal information that Facebook is given by its users, it has long become a website with limitless marketing potential. Many companies, from smaller to gigantic ones, know full well of this convenience, which is why they often dedicate sizeable amounts of money to Facebook's ad programs. If I didn't know any better, I'd say that this is actually one of the most relevant factors contributing to Facebook's enormous net worth.

You can also build up your email list by putting up landing pages that are specifically dedicated to giving away free resources and have sign-up forms (where they can leave their email addresses in exchange for the freebies) that are very easy to see. And speaking of landing pages, good ones are those that don't have distracting elements and are focused only on getting people's email addresses in exchange for free resources like reports, ebooks and other downloadable stuff. Many sites function solely with this purpose, offering discounts, shopping coupons or niche products, digital or physical. The mere fact that these sites exist goes to show you just how profitable this form of advertising can be.

Discount Codes

You can get email addresses to build up your list by making use of a pop up window that offers your website's visitors the opportunity to get discounts codes in return for their email addresses. In particular, this works well with people who are already familiar with the products and services you're planning to or are already promoting via email. Even though they are often annoying to most, pop-ups can be more than welcomed if they bring with them those discounts or any free stuff. Basically, you can hardly ever go wrong with giveaways.

Just keep in mind that while many people sign up for the discounts, they normally take their sweet time in using them. So, don't get discouraged if this doesn't boost your sales right away. The key here is building relationships, which you can do by consistently giving them free but quality content through email. Of course, if your sales are still stagnating after a considerable amount of time has passed, it might be time to alter or modify your program in some way, especially if you are sending out a lot of discounts and free products. Although building a genuine relationship with your customers is important, you don't want to be taken advantage of and go bankrupt by giving too many discount codes without any factual result.

Speaking of discount codes, you can easily make these is through an app called JustUno, which gives out free plans that you can utilize for giving away discount codes to prospects in exchange for their email addresses. Just make your own discount code, plug it in the app and customize how you'd like it to look on a widget.

Facebook Contests and Giveaways

Another good way to build up both your email list and social media following is by giving away your products, services or other cool stuff for free on your brand's Facebook page. People can join simply by liking your business' Facebook page and giving their email addresses — that's it. You hit 2 birds with one stone — more email addresses and Facebook followers.

One way to maximize your chances of successfully acquiring email

addresses and social media followers with this method is by making sure that you use a very good quality picture of the product you're planning to give away so you can easily grab people's attention, even if their newsfeed sections are already clogged and busy. Such pictures can also make your contest posts easier to share.

When it comes to expanding your following, another way to attract even more followers to your Facebook page through contests is simply by introducing some additional, beneficial rules accordingly. For example, set it up in a way that asks of people to not only like your page, but share the post announcing the contest with their friends, preferably via their own wall. Of course, be careful that you don't push it too far; consider your particular product and the potential interest it might spark, if any. If your brand or page is very specific and has a dedicated following already interested in your product, then it would be much easier to convince them to share. Otherwise, don't force it, if you are introducing a new or unrelated product, chances are they won't want to share any such thing with their friends.

If you need help in creating Facebook contests and giveaways, you can use the Rafflecopter and Woobox apps. They're free and easy to use.

Sign Up Boxes

The old-fashioned way of putting a sign up box for opting in with email addresses on your website still works well in these relatively modern times. However, this one's particularly useful when you already have a blog that regularly features high-quality content. It's because regular content can make people want to sign up in your email list on their own so they can get more of it in the future., i.e., no cajoling or calls to action needed. It's like good coffee — you can never get enough of it.

This simple principle — convenience — happens to still work just fine. If your platform is one with a daily or weekly output of content, your

dedicated readers will much prefer to be notified directly via email than have to come back on a regular basis to check for new publications. So, if you are a content creator of this sort, then you're in luck because you can basically build your email list by simply making your blog or site more accessible to your audience. An epitome of win-win, don't you think?

BUYING EMAIL LISTS

Buying email lists is perfectly legal and can really make it much, much easier for you because I'll be honest — building up an email list requires a lot of hard work, consistency, creativity and time. It's this appeal that makes buying email lists so popular these days.

So should you buy email lists and save much time and effort to speed things up?

No. Nada. Never. The popularity of this practice is entirely undeserved. This is yet another example where that good old saying about easy streets comes into play — there is no such thing as an easy street.

Why? First off, you don't want email addresses for the sake of having email addresses. What you want are good email addresses, i.e., those who are good prospects for selling your stuff to. Obviously, the only way your email list can be useful to the advertising in your particular trade is if you built it in the first place. The only way to guarantee that yours is a quality list is if you constructed it around your specific business. The interests of the people on the list must pertain to that which you are selling. And simply put, email lists that are for sale aren't good quality at all.

Think of it this way. If you have a very good list of email addresses that are actually converting or buying from you, will you actually share it to others even if they pay you for it? I doubt you will — they might even poach your best accounts from you! Now do you see why it makes sense that most email lists are practically crap?

Another reason to stay away from buying email lists is that the people who own those lists hardly know you, if at all. If they don't know you, why would they actually consider going to your website? Further, why should they even choose to continue receiving email from you? They'll just remove themselves from your list or redirect your emails to the trash bin automatically. And that my friend, is a waste of money. Not to mention, it can damage your reputation as an email marketer. More harm than benefit.

Oh, I'm not done yet. Another reason to avoid buying lists like the plague is because your IP address' (think of it as your internet marketing id) reputation can be compromised. Without going into too many technical details, sending emails to addresses in an email list you acquired through purchasing runs the risk of your IP address being tagged and reported to the proper anti-spamming authorities as spam. When this happens, might as well say goodbye to your email marketing campaigns. Remember — spamming is diabolical! Well, at least in the world of online marketing, particularly from the perspective of customers.

As you can see, better to build up your email list with good old hard work and creativity rather than shortcutting your email marketing campaigns to the garbage bin. Avoiding this fruitless investment should really be a no-brainer for anybody wielding, at least, a modicum of common sense, let alone someone who is on his way to online marketing success — you, my dear reader, of course.

Thou shalt not buy — email lists that is!

HOW MARKET VIA EMAIL

While email marketing looks pretty simple and easy to do as the name suggests, it's not just a simple matter of sending random emails that sell your stuff to people on your email list. No, you'll have to be much cleverer and craftier than that! Moreover, that list will have to consist of high-potential subscribers your business can benefit from. There is no point in sending marketing emails to people who just aren't

interested. That would be the equivalent of putting up a billboard on the side of a desolate dirt road in Sahara, advertising an electrical heat radiator. Not too bright! Here are the ways you can wisely use email to earn income via sales.

Newsletters

Sending regular newsletters is one fine way to maintain a current and active email list. Just be careful not to come across as an aggressive salesperson or else, you'll just drive them away. Strangely enough for the context that is in this book, I have to say that you shouldn't be too passive either. Advertising is cleverness, creativity, strategy, and planning, but most importantly, it is persistence. You have to engage your wits and your focus if you are to strike a chord with your customers. Advertising can sometimes really be boiled down to an art, which is one of the reasons that the industry has become so highly competitive.

Make your newsletters about current, up-to-date, relevant and quality content from other sources as well as your own material. Consistently sending such types of newsletters can help you build a solid reputation of an expert or authority in your niche that can foster good relationships that can eventually translate into sales.

And by providing regular and high-quality content, you subtly ingrain in them the habit of checking emails that you send instead of just going past them in their inboxes or worse, deleting them without even reading.

Let It Drip

I'm not talking about coffee here. I'm talking about sending drip email sequences, which is a fancy, technical term used to describe the process of automatically sending a scheduled series of emails with high-quality content to your new email list subscribers. This is done with the use of autoresponders, programs or software that send a series of scheduled emails to people, particularly your newest subscribers. This way, you can just sit pretty and your computer — via an autoresponder — will take care of the nitty gritty of sending an accurate and prompt series of high-quality content. All you need to do is create the quality content, divide the content to create a series and program your autoresponder to deliver each of the series' contents automatically.

It's very easy and convenient to create your own autoresponders by availing of the services of reputable companies like MailChimp and Aweber. If you're looking for one that specializes in drip sequencing, consider the service called Drip.

Now, one important thing should be noted concerning the adaptation of your content into a serial gig. When you're chopping up content and shaping it up to become a series, don't overdo it! If you spread it out too thin, it may become obvious and emit a vibe of laziness. Be objective and ask yourself twice if you have enough content for a series, and put in a little more work if you don't. Trust me, it will pay off. Granted, it's called drip emailing, but people still don't like to be fed content by the drop. Nonetheless, if you are responsible and clever in the way you do things, the content can still be stretched out pretty far with great success. Just look at the gaming industry, not that this is a good thing, but it is what it is, and it certainly can be done.

Seasonal Promos

One of the traditional ways of marketing through email is by sending emails and notifications to subscribers based on holidays or seasons that are approaching. It's not uncommon for email marketers to email their subscribers about summer, Christmas, Thanksgiving and Black

Friday promotions, among others. You can, if you choose, make it even more personal by sending an email birthday greeting to your subscribers with a nice gift like a free resource or a discount code, which can prompt them to buy your stuff.

If you happen to be marketing specific products, it would be a clever move to theme the products themselves according to the season, if possible. Emails spirited in the vibe of seasons and holidays are great, but special offers and unique products are even better. Consider the market and even the psychology and the mood of the customers; some things are incomparably easier to sell during Christmas, for example, whether it is for practical or emotional reasons.

Exclusive Promos and Discounts

You can include special promos and discount codes in your messages to your email subscribers whenever you send out regular newsletters, autoresponder series' or promo emails. This may just be the slight push they need to buy your product or more of it!

You can actually personalize your discount codes, making unique ones for each person in your email list. However, this can be too much to handle for you or any email marketer. It's better if you use just one, multiple-use discount code for all your subscribers instead. Just make sure that the code has a limited validity period and inform your subscribers accordingly.

By limiting the discount code's validity period, you achieve 2 things. First, you prevent them from using the code several times even in the far future as they feel like doing. Secondly, having a deadline helps create a sense of urgency to use them, which of course translates to sales for your online passive income business. Your customers won't mind that the discounts are time-sensitive either. The sense of urgency is becoming pretty much the norm in today's world, and coupled with the fact that people just like buying things, it has become completely routine for discount codes to have an expiration date.

Social Media Promo Notifications

You can use your email list to build your social media presence. Simply notify your email list subscribers of your ongoing Facebook giveaways or contests and let them know that they can join and have a chance to cool stuff simply by “liking” or “following” your product on Facebook.

This is a means of tying up loose ends, if you will, by getting as many of your followers as possible to be present on all of your platforms, from your email list to any and all pages you have set up across the web. As a useful form of networking, it is a good idea to try and consolidate your business in this way and strengthen your brand.

CHAPTER 7: UDEMY (ONLINE COURSES)

Online learning continues to increase in popularity and Udemy is one of the major platforms for such. And this is for a very valid reason. Whether to supplement one's formal education or to compensate for the lack thereof, this form of learning is becoming less and less limited every week. It is, therefore, no surprise that the platforms which offer exactly that have become a profitable business, with the potential to even become an educational authority on an institutional level in the future.

As is the case with all of the business centers on the Internet, Udemy too presents many opportunities to clever and ambitious folks like you. Due to the broad spectrum of learning levels, from entry level to highly advanced, it is a great platform to get started if online courses are something you want and are able to create. It doesn't matter much if you happen to be less than an expert in the chosen field, virtually anybody can set up an online course here. The users are the ones who will judge if your course is adequate or not — reflecting so in your income or feedback. Of course, this means that if you do, in fact, lack knowledge on an individual subject, you should take the time to research and get well-versed in the area before you go trying to teach others about it.

Unlike massive open online courses — better known as MOOC — that are primarily geared towards collegiate subjects, Udemy gives experts from all walks of life a platform in which to create their own courses that they can offer to the general public either for free or for a fee. Further, Udemy gives people the necessary tools to create their own courses, market them and earn income from them.

Unfortunately, Udemy courses aren't credentialed for college credit as of now. It shouldn't be a problem because Udemy's market is people who want to take courses that are geared towards learning or improving on practical, job-related skills and not getting higher grades. Some courses however, are inclined towards earning credits for specific technical certifications.

As of the start of 2016, Udemy has reportedly served more than 10 million people with over 40,000 courses. At such a rate, this platform will certainly find itself right at the top of this market very soon. This is why the time is ripe for you to get on board with this program and find a place for your passive income plans on Udemy. Even if you are an actual expert on your topic, teaching often goes both ways, so in the process of providing these courses to others, you may very well become more proficient and expand your own knowledge at the same time! We'll take a closer look at this potential and a few important things to note as you embark on this venture.

BEFORE YOU CREATE A COURSE ON UDEMY...

Don't rush it. The very purpose of a course dictates that you be meticulous and thorough. Learning can sometimes be hard for many people, and it will be your job on Udemy to make sure that you deliver a comprehensive, well-structured and highly effective course. Hey, you may even reflect on your school days while you're at it, and find that your teachers had it worse than you ever imagined! Before you even start creating your course for upload to Udemy, consider reflecting on the following.

Potential Income

While top Udemy instructors make a fortune in Udemy, not everyone earns a big income. It's worth noting that some instructors only bring in \$60 monthly but the elite ones are able to earn 6 figures annually. Don't let this discourage you as this doesn't necessarily mean a lot of competition for you in particular, nor does it mean that the top is occupied. If anything, it simply goes to show how far you can go through this website. If a course creator isn't pulling in a significant amount of income, this is probably because they either haven't produced quality or have chosen to teach an unpopular or perhaps too

popular skill. On the other hand, those among them who are drawing 6 figures have probably worked very, very hard for their position and have reached a level of organization and proficiency which can't be expected at the beginning. Obviously, at that level they are probably some kind of a company or, at least, a team of instructors, so no need to compare yourself to these circles on Udemy, yet!

Either way, you shouldn't feel too strongly about either of these extremes. With focus, creativity and due diligence you can get to exactly where you want to be.

Time Frame

Making an online course will require a lot of investment from you, particularly in terms of time, and possibly resources. For some people, especially book authors, it takes as much time as writing a full-fledged book. Obviously, it's much easier if you already have a book or some other original material like blogs and workshops to begin with, on which you can base your course. You can probably create a course in one 2- to 3-hour sitting with such materials available. But if you're practically starting from scratch, allot a lot of time for it and budget such time wisely.

Now, what you are providing is a course, yes, but this doesn't mean that there can't be some kind of a pitch attached to it. As a matter of fact, it could potentially do wonders for your project. If you go back to school for a moment, you will remember that learning has always been more effective if it was fun and witty at the same time. By employing a degree of creativity when building your course, you can even end up having a good time yourself! Enjoying your work always helps and will certainly entice you to work faster and be more time-efficient.

Skills

More than just technical competencies on the course you'll be creating, you'll also need enough video production skills for creating your video courses. While it's certainly possible to use your smartphone's camera to film yourself, there's more to it than that. It requires post shooting edit, audio and video setting skills. At least if you want a good video on Udemy. Those are very technical things that you can probably learn over time but if you want to create a good course at the soonest possible time, better concentrate on the material and just get professional help for the video shoot and edits.

This is yet another opportunity to employ the services of freelancers to help you on your project. There is an abundance of video editors and audio mixers working as freelancers online, and a lot of them are real experts. For this, refer back to freelance websites we mentioned before, the likes of Upwork, Freelancer, Elance, etc. You can divvy up the task and take on the writing, or some other aspect of the work or you can delegate the whole thing to a professional. Relative to your budget, time and skills you'll know best how to organize.

If you do possess fair skills in video editing and effects, be confident because that personal touch only you can give may just be the factor that makes your course all that much more attractive and relatable.

HOW TO MAKE MONEY FROM UDEMY

It's pretty simple to do this. Start with creating a good course or outline of the things you want to cover in your course. When done, don't finalize it yet. Have someone else run through them, preferably someone who isn't familiar with your course topic. That way, you get feedback on whether or not it's clear, understandable or too technical. Someone who is interested in the topic of your course and knows little to nothing about it will always be the perfect tester. If they have learned a considerable amount from your course and found it very comprehensible and instructive, then congratulations because your course is a quality one!

Then, make a video of yourself going through the whole course and

have other people view it first so you can get objective feedback on whether or not it's clear and understandable. More than just the contents of the course, you'll also have to present them in a way that your enrollees can understand. After all, they expect to learn from your course and as such, you should give them their money's worth.

When you get enough good feedback about it, it's time to shoot the final video for your course. Don't scrimp on quality here. Invest in professional audio and video production if shooting and editing videos isn't your skill and concentrate on what you do best — delivering your course. You don't want to end up half-doing two things. It's better to commit fully to one part of the work and see it through to quality, and just leave the other part to a pro.

Don't forget that you can make your course available for free! This is certainly something to consider with small-time projects as you begin building your reputation. Feedback is almost as important as the income itself. The relationship between positive feedback and increased revenue, is not a mere correlation, it is a guarantee.

If you are not in a rush and are able to take your sweet time building up this business, then you might want to make your first course, or a couple thereof, free. This way you minimize your risk of developing a bad reputation for being someone who seeks money for low-quality content.

At this point, it's pretty much assumed that you already have an account with Udemy. If not, go ahead and register. For more information about it, go directly to their site and check out their requirements and policies. I'm sure you read the Terms of Use Agreements whenever you set up an account anywhere on the Internet, but make sure you do the same here. After all, you are trying to make money on Udemy, so it helps to be well aware and informed about the ins and outs of the website.

When you already have an account, it's time to upload your course. But it doesn't end there, it's best to promote it outside of Udemy too. Marketing your course within the site will be easy in Udemy's case. There are personalized promotion programs in place already, so you

will not have to get involved in that. This provides a lot of room for you to focus on outside promotion, to an even wider range of people. You can promote it on social media and search engine optimization, among others. With social media in particular, you can either post it on your personal account — asking your friends to “share” the post — or use Facebook’s paid advertisements.

If you already have an email list built up, you can also promote it there, assuming that it’s consistent with the particular niche on which the list was built on. Imagine if your course was on a particular skill related to the niche your email list is built upon. This would mean that on top of the other content or products you are marketing through that list, you can now promote your course, which may be teaching students to do that which you do within the niche your subscribers care about. How awesome would that be?

And that’s it! You’re good to go!

CONCLUSION:

Thank you for buying this book. Now that you've learned how to earn passive income via the Internet, you're ready to increase your income without having to break your back — or the bank.

However, knowing is just half the battle. The other half is applying what you learned. As such, I highly encourage you to apply what you've learned here or learn more about the systems I have outlined. One way or the other, you'll be acting on what you've learned. By doing nothing, you're just left with an entertaining book and mostly, trivia.

Action is the name of the game here. Although it may happen once or twice in a lifetime, you still can't count on good things coming spontaneously. Besides, it's better to spend this "once or twice" allowance on harder things in life than work, like the dreaded relationships!

The thing least likely to come on its own is freedom, independence. This has become undeniably true for the world we occupy today. Why would I say that? Well, I say it because they don't want you to be free and work for yourself. This is not some conspiracy theory either; it is rather the nature of the beast called Economy. Now, I'm not saying that "work" or "jobs" are a bad thing. I'm positive that there are plenty of people who are more than happy with their regular line of employment. Neither am I promoting laziness, far from it, God forbid! If you have learned anything from this book it's that passive income, despite its name, will require determination, effort, and time — work! But the trick to this here business, or rather the whole purpose of it, is to put that work into a thing of your own. It is building this system with the aim of it working for you.

In any business, someone has to work for it to run and be profitable, but here, it's about making the technology be that "someone". It's about harnessing the limitless potential of the Internet, which we take completely for granted nowadays. And rest assured — the Internet is

here to stay, and overstay. This machine, this entire eco-system, will continue to grow, improve and become ever more accessible throughout the world. The only way it'll go away is in the case of all-out nuclear Armageddon or an asteroid collision. Of course, in that event, we will all be dead, so it really isn't anything to be anxious about as far as the passive income business is concerned.

In retrospect, the strife to be one's own boss and work as little as possible for a decent level of income has been with us since ancient times. As a matter of fact, it is in our very primal nature to strive to achieve results with the least amount of effort. If I were to run really wild with it, I'd say this instinct is precisely the reason we invented tools, discovered fire and even started drinking coffee. It's all about efficiency and comfort.

The race towards efficiency can be observed in all walks of life and human affairs. Naturally, this is why the means to achieve it are more advanced now than ever before, and will continue to evolve at ever increasing rates.

The benchmark of this progress is, of course, the Internet. The Internet has facilitated all forms of business on an unprecedented level. In fact, its impact is so powerful that even the competition, which is at an all-time high in today's economy, cannot stop you from succeeding if your focus is strong enough. The monopoly of powerful multinational corporations has become threatened by emerging independent markets and will probably continue to be. This is happening in quite a few industries, and it's all thanks to the many forms of accessible tech; affordable and fast internet, open-source software and just countless other tools fit for all sorts of tasks, which are getting cheaper and cheaper as our choices expand further. For example, just think about the resources, connections, and even manpower, required to develop a video game about 25 to 35 years ago? Nowadays, practically anyone can acquire the tools and the wisdom to do what was considered almost a marvel back then, the very cutting edge it used to be!

Looking back at the beginning of this book, I'm sure that, after reading through all of this, you see clearly what I meant when I rebuked those

among us who fear and shun technology. It is a sin against ourselves, against our potential, to cast technological advancement aside as something that's detrimental to our livelihood, something that's out to get us.

The people who spout such claims and platitudes are either too afraid to take those first steps or are malicious and don't want you to succeed. Because let me tell you, the only thing that technology really threatens is our shackles and the ability of others to control our destiny. Pay no mind to naysayers, do take advice where available and learn, learn, learn, but don't let yourself be discouraged by those who only want to hamper progress because of their own insecurities. Luckily those are not hard to identify! You can tell a cynic without a cause easily by looking at where they stand, or more precisely stagnate. Online passive income is real, well it has been real for a long time, but it is more tangible now than ever.

So take the next step towards successfully earning passive income! May the odds be ever in your favor!

Remember that fortune does favor the brave! Cheers!